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channel 640 content (cell cast channel  $j$  640, in the instant example) is assigned and launched to the call channel  $k$  line driver 628 $_k$  (1030).

FIG. 11 is a block diagram of a media translation module 626, in accordance with an exemplary embodiment of the present invention. The media 5 translation module 626 is comprised of a decoder 1110, a low pass filter 1120, and a rate converter 1130. Content packets streamed from the content provider server 140 to the MGA 120 arrive at the packet interface 430 and are delivered to the decoder 1110. The decoder 1110 is a matched type, whether proprietary or non-proprietary, for the selected content provider server 140 format type. 10 Therefore, in an exemplary embodiment of the present invention, multiple decoder types are implemented within the media translation module 626 to accommodate selection from any of several content providers. For example, the media translation module may include decoder types to decode MP3, RealAudio, and Microsoft Media formats. Other decoder types may also be added as needed or desired. The decoder 1110 functions to receive a packet stream from 15 the content provider server 140 and generates a decoded bit stream output; for example, a bit stream having a sampled rate of 44.1 or 48 kHz. In an exemplary embodiment of the present invention, the desired PCM signal stream output is 8 kHz. The decoder 1110 output is passed through a low pass filter 1120 to avoid difficulties associated with aliasing. The low pass filter 1120 output is then 20 applied to a rate conversion filter (the rate converter 1130) to reduce the sampling rate to the appropriate rate (8 kHz in the instant example). One implementation of the rate converter utilizes a multi-stage filter to reduce filter length. In a practical implementation of the media translation module 626, the 25 functions of the low pass filter 1120 and the rate converter 1130 may be implemented together as a poly-phase filter. The output of the rate converter 1130 is a PCM signal stream sent to the line driver 628 of the appropriate call channel 620 for delivery to the client cell phone 130.